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ABSTRACT

The results of a survey conducted in 1975 were compared with the findings of three previous studies of Finnish public awareness of mass media to determine any changes or trends which might have occurred between the years 1967 and 1975. Data were reported in categories based on the public concept of (1) the most important mass medium, (2) the importance of media in various information roles, (3) the role of communication media in explaining the reasons for and consequences of world events, and (4) the performance of news media in different population groups. Major comparative results indicated that the electronic media and newspapers were still among the most important mass media, chiefly due to their news role; people's socio-economic status greatly determined their relation to the various media; and people living in the country still valued the electronic media and newspapers more than those in the large cities. Television continued to be considered the most important medium, although it has lost ground to other media, i.e., radio, newspapers, magazines, books, and films. (CMV)

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Jukka Haapasalo

FINNISH CONCEPTS OF THE MASS MEDIA IN 1965 AND 1975

No. 17/1977

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1
BACKGROUND TO THE RESEARCH

Some ten years back, when television was making its real breakthrough, various studies were made in Finland in an attempt to sound the public's concepts of the various mass media, their tasks and importance (see e.g. Littunen-Pietilä 1967 and Tiihonen 1969).

Since then much has taken place in mass communication. The line has been drawn between the areas covered by television and other forms of mass communication, new communications techniques have emerged, mass communication has become international and supranational.

How, then, have these changes been reflected in the minds of the public at the receiving end of this mass communication? This enormous question can be answered here only in part. In order to provide a partial answer, the same questions as those posed ten years ago were put forward in a poll. Using the same criteria, admittedly of a very general nature, an attempt was thus made to look into the changes that have taken place in public awareness so far as it concerns the mass media in the years between.

The following studies were used as comparison material: Littunen-Pietilä, How the mass media are used and opinions of them (1967), Pietilä, Concepts of the importance and roles of the mass media before and after the advent of television (1970), Tiihonen, The use and evaluation of news (1969) and Pietilä-Haapasalo, The public's concepts of the roles and purposes of the mass media (1975).

Some of the questions examined in this report are: How have the news, information, arts and entertainment roles of the mass media changed? Which medium do respondents personally consider most important? Which news medium is regarded by the public as the quickest, most exhaustive and most reliable? From which medium do people hear most about local, domestic and international events? How do the different media help people to understand the reasons for and consequences of world events, and which ones make understanding more difficult?[1)]

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1) Veikko Pietilä and Juha Kytömäki helped with planning the study. I should like to thank them.

2
DATA COLLECTION AND RESPONDENT PROFILE

The data for the research were collected in connection with the Joma omnibus series by Suomen Gallup Oy during the period 31.10. - 7.11.1975.

The sample was formed using stratified sampling and Deming's method of sampling by zone. The starting points in the address system were taken from the Population Register.

The structure of the respondents was as follows:

	Research respondents		Finnish population over 15
	n	%	%
ALL RESPONDENTS	510	100	
SEX			
female	268	53	52[1]
male	242	47	48
AGE			
15-24	91	18	22
25-34	129	25	21
35-49	134	26	23
50-64	104	20	20
65-	52	10	14
SOCIAL GROUPING OF FAMILY			
farmers	92	18	17[2]
blue-collar workers	243	48	50
white-collar workers	144	28	26
persons in managerial positions	31	6	7
EDUCATION			
elementary school	288	56	92
middle school	144	28	
matriculation - university	78	15	8
ANNUAL INCOME OF FAMILY			
less than 12,000 marks	64	13	12[2]
12,001-24,000 marks	150	29	27
24,001-36,000 marks	116	23	48
more than 36,000 marks	110	22	
unknown	70	14	13
PLACE OF RESIDENCE			
town	259	51	58[1]
country	251	49	42

1) Total population (all age groups).

2) As there are no corresponding data available on the total population, averages calculated from similar studies are used here (see Long-Range Planning studies B 13/1975 and B 1, 9 and 15/1976).

In relation to the entire population the youngest and oldest age groups were under-represented in the respondent group. There were twice as many matriculated people or graduates among the respondents as in the entire population. Country people were over-represented in the material.

9 % of the people in the material had no television. 75 % of those replying watched black-and-white television, 15 % colour, and 2 % had both types of set.

3 CONCEPTS OF THE MOST IMPORTANT MASS MEDIUM

I shall first deal with the question of which mass medium was generally thought to be most important. This was measured using the following question:

> If the mass media mentioned on this card suddenly ceased to exist, which one would you miss most? Which one would you miss next?

The card the respondent received listed television, radio, newspaper, magazine, book and film, in that order. The following table gives the results of the 1965 study by way of comparison (Littunen-Pietilä 1967, p. 3).

Table 1
The public's concepts of the most important mass medium in 1965 and 1975

Medium	Most important		Second in importance
	1965	1975	1975
television	29	22	26
radio	27	34	29
newspaper	37	39	36
magazine	2	1	2
book	5	3	3
film	0	0	1
don't know	0	1	2
total	100 %	100 %	99 %
(N =)	(1704)	(510)	(510)

First of all, the table shows that TV, radio and newspaper gained most support. Measured thus, the other mass media were not of central importance to the respondents. 'Newspaper' received the most first choices, followed by 'radio'. A change is evident in this material over the ten-year period in that radio increased in importance while the importance of TV as the primary medium decreased.

In examining the above results it should be pointed out that the respondent group was not limited with respect to the availability of media. We can, however, say of the present situation that 2-3 % have no radio, 7-8 % no television, almost all read a newspaper every day, some 80 % of Finns read at least one magazine regularly, and so on (Haapasalo 1974).

In the 1975 material the most important medium could be examined in relation to TV ownership. It appeared that the primary medium of TV owners was the newspaper (40 %). Next came radio (32 %), television (24 %), book (3 %) and magazine (1 %).

The chief medium of people without a television was the radio (58 %). 31 % of those without a television chose the newspaper, 7 % television and 4 % books. The results are backed up by many previous studies, according to which people without television listen to the radio more actively (see e.g. Haapasalo-Kytömäki 1974).

The corresponding results for different background groups are presented in Appendix 1. Judging from these, the people in the social grouping 'blue-collar workers' regarded the radio as the most important medium. The newspaper held a central position with those in managerial positions (58 %) and white-collar workers (45 %) in particular. Among farmers newspapers were only slightly more popular than radio (38 % as against 35 %).

All in all the printed media were of central importance to those in managerial positions, for in addition to the choice 'newspaper' 16 % of those in this group chose books as the central medium. Only one in four mentioned radio or television (26 %). At the other extreme two thirds (63 %) of blue-collar workers chose radio or television.

4
CONCEPTS OF THE IMPORTANCE OF MEDIA IN VARIOUS INFORMATION ROLES

As in the Finnish Broadcasting Company's basic study of 1965, respondents were also asked the following question in autumn 1975:

> This card mentions some information media. Which of them do you use most often when you want to know what is happening in the world? Or to improve yourself, or in general increase your knowledge of different affairs? To gain artistic experiences or in general to enjoy the arts? To relax or to kill time?

The card listed TV, radio, newspaper, magazine, book and film, in this order. The following calls the first role news role, the second knowledge role, the third art role and the fourth entertainment role (see Pietilä, Haapasalo 1975, 50-53).

The following table shows the answers for TV owners.

Table 2
The information media used most often by TV owners in various information roles in 1965 and 1975

Medium	News role		Knowledge role		Arts role		Entertainment role	
	1965	1975	1965	1975	1965	1975	1965	1975
television	36	33	23	19	52	35	54	41
radio	22	26	6	11	4	6	13	13
newspaper	40	38	14	25	1	3	3	5
magazine	1	2	3	6	2	4	10	12
book	0	1	41	35	9	13	12	19
film	0	0	0	0	5	15	1	5
don't know	1	0	12	3	27	27	7	4
total	100 %	100 %[1)]	99 %	99 %[1)]	100 %	101 %[1)]	100 %	99 %[1)]
(N =)	(1276)	(465)	(1276)	(465)	(1276)	(465)	(1276)	(465)

In the news role newspapers, radio and television were clearly more important than any other medium. Examined by medium radio alone seemed to have gained in importance over the past ten years. The radio's own news service in fact began in late autumn 1965. Since 1966 the Finnish Broadcasting Company's own news service has expanded and become established on the present scale.

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1) As some respondents mentioned several media and the sum of the percentages thus clearly exceeded one hundred (126, 115, 106, 113 %), the distributions of the 1975 material were standardised to 100 % for the sake of comparison. The original distributions are given in Appendix 3.

In autumn 1975, for example (the comparison time), the news service provided a total of 10 news broadcasts on weekdays.

The emphasis on the news role of radio had increased at the expense of TV and newspapers. The order of the different media had not, however, changed in people's minds over ten years.

Books retained their role as the most important medium for spreading knowledge. It is, however, evident that the significance of books in self-improvement and the increase of knowledge about various affairs had decreased over the ten years.[1)]

On the other hand the proportion of those selecting newspapers and radio grew considerably. Television lost its second place to newspapers. The proportion of those choosing magazines also rose slightly.

According to the majority the provision of artistic experience is still the role of television. However, the percentage of those choosing TV showed a clear drop compared with the 1965 material. Films in particular have taken on a new status among the public as a medium for the arts, but the position of books has also risen. With the exception of television all other media appear to have enjoyed a rise in status when measured in this way, compared with the material collected ten years before.

As in the case of the arts role, the position of books and films also became stronger as entertainment media. Correspondingly the number of people choosing television decreased. Even so, television was the indisputable source of entertainment, followed by books, radio and magazines, at a considerable distance.

Television continued to be the main general medium in different roles. It nevertheless lost some of its standing - as measured by concepts such as these - in all four roles over the ten-year period. TV lost most in status as an arts and entertainment medium - though it was nevertheless the most important medium in these sectors for a large part of the population.

Radio is winning back some of the ground it once relinquished to television. In its news and knowledge roles, in particular, the radio seemed to have gained in importance. At present radio comes third as both a news and an entertainment medium, and fourth as an knowledge and arts medium.

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1) If the percentage of those selecting books is calculated from the respondents' choosing some medium the percentage of those preferring books fell from 47 to 36.

The newspaper has gained status particularly as an knowledge medium, having risen to second place after books. Newspapers are regarded the most important news medium. They are seldom granted arts or entertainment roles.

The importance of magazines rose slightly in all roles, even though their importance was clearly chiefly only as an entertainment medium. (Here, too, it was only fourth, after the electronic media and books.)

The change in the importance of books reflects a change in the availability structure. Although books continued to be considered most important as the knowledge medium, their importance in this capacity had decreased in ten years. As an arts medium their importance had increased to some extent, but most clearly as an entertainment medium. The explosive increase in supranational mass light literature in particular was reflected in these results. This phenomenon is even more evident in more highly-developed capitalist countries than Finland, such as Sweden.

Since the onslaught of television, films are again gaining status as a medium for the arts and entertainment.

4.1 Concepts of roles among various population groups[1)]

This section examines some of the clearest differences between various population groups in their concepts of the roles of different media.

News role

As regards the news role men stressed the importance of newspapers more than women. Those in managerial positions clearly preferred newspapers more than the other groups. The electronic media were the main news sources among farmers and blue-collar workers. Country people favoured the electronic media for news - expecially television. By contrast, townspeople looked on the newspaper as the central medium.

The importance of radio as a news medium falls as incomes rise. Education clearly accounts for the importance of different media: the more education a person has, the less he rates the news value of TV and radio. The importance of newspapers grows along with education. The result illustrates the potential of different media for providing news background: the newspaper, by way of its nature and information capacity, has the potential for satisfying the more thorough news requirement of those with most education - at whatever time they choose.

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1) The results are given in Appendices 2-3. This examination is aimed chiefly at the television-owning population, which constitutes 91 % of all respondents.

The importance of TV decreases in the older age groups, whereas radio gains in importance up to the age of 64. The radio is more important to the old-age pensioner than it is to those under fifty. The importance of the newspaper does not correlate directly with age.

TV is regarded as more important outside the TV 2 viewing area than in it. For those without television the radio is the unequalled news medium.

Knowledge role

As regards the knowledge role women regarded the radio and magazines as more important than men. The result reflects e.g. the fact that housewives are great radio-listeners (see Haapasalo-Kytömäki 1974). The proportion of women's magazines is probably evident in the value allotted to magazines. Men emphasize the importance of books.

The differences between social groupings over the knowledge role were along the same lines as in the case of the news role: Farmers and blue-collar workers stressed the importance of the electronic media more than the other groups. For white-collar workers and those in managerial positions books were clearly the main information medium, for blue-collar workers only fractionally the most important (true, radio and TV together overtook books). The importance of newspapers over books was stressed in the farming population.

Townspeople favoured books more than country people, country people in turn newspapers and electronic media more than those living in towns.

The importance of books grew along with income and education. As regards the knowledge role the importance of the electronic media and newspapers decreased as education increased. The knowledge role of newspapers increased with age, while that of books decreased. The radio, too, grew in importance with age.

Arts role

Those in managerial positions clearly emphasized the arts role of books and films more than other groups. The importance of films grew with income.

For poor people television was clearly a more important arts source than for other income groups. The arts potential of TV decreased slightly with education, but that of radio clearly increased. As education increased, so the importance of books and films grew. On the other hand, the arts potential of books and films decreased with age. For old-age pensioners, unlike other age groups, the radio and newspapers were relatively important arts sources.

Entertainment role

Among women magazines and books were more important entertainment media than among men. Men sought entertainment more often from the electronic media.

TV was a more important source of entertainment to farmers and blue-collar workers than to other groups. White-collar workers and those in managerial positions preferred books.

Country people preferred the electronic media, townspeople books and films.

Right up to the 36,000 mark income group the entertainment potential of TV decreased as income rose, and the entertainment potential of books grew.

As education increased, so the significance of TV decreased and that of films and books increased. The entertainment potential of films fell off with age.

5
CONCEPTS OF THE COMMUNICATION MEDIA IN EXPLAINING THE REASONS FOR AND CONSEQUENCES OF WORLD EVENTS

In this section I shall attempt to sound the extent to which different communication media helped respondents to understand the reasons for and consequences of world events, and the extent to which they hindered understanding.

The first problem was examined by the following question:

> How do the communication media mentioned on this card (CARD) help you to understand the reasons for and consequences of world events? Could you say in the case of each medium mentioned on the card whether it is a good or poor aid?

The card listed the mass media dealt with earlier in this report in the same order.

Table 3
The public's opinions of the communication media in explaining the reasons for and concequences of world events in 1975 (N = 510)

Medium	Good aid	Poor aid	Don't know	Total
television	75	12	13	100 %
radio	79	9	12	100 %
newspaper	82	9	9	100 %
magazine	29	43	28	100 %
book	39	29	33	101 %
film	18	45	37	100 %

Newspapers, radio and television - the media regarded as the most important and with the greatest news potential - were also in a class of their own in people's minds in explaining the reasons for and consequences of world events. The differences between them were slight: three out of four or four out of five respondents claimed they were a good aid in this role.

In the case of the other media this question was not considered as relevant; this is indicated by the high 'don't know' percentages. However, in the case of films and magazines there were more respondents who thought the media in question were a poor rather than a good aid. We saw in the previous Section that films were regarded chiefly as an arts and entertainment medium, so the result was to be expected. In the previous Section, magazines chiefly provided entertainment, but to a certain extent information too.

In book assessments there were slightly more positive attitudes than negative. Compared with the two previous media there was an emphasis on the position of books in providing information, but the very high percentage of people with negative attitudes was reflected in the increasingly dominant role of light literature - especially supranational mass light literature - in the book consumption of many readers. And literature of this sort hardly provides very relevant explanations for world events.

The last question was supplemented by the following:

> Has it ever happened that the communication media mentioned on this card have made things more difficult for you to understand (CARD)?

Table 4
The public's concepts of the communication media in making the reasons for and consequences of world events more difficult to understand in 1975 (N=510)

Medium	Made more difficult	Not made more difficult	Don't know	Total
television	10	72	18	100 %
radio	9	76	15	100 %
newspaper	9	77	14	100 %
magazine	10	67	23	100 %
book	5	68	27	100 %
film	7	62	30	99 %

The results differed to some extent from the distributions for the previous questions. Most people still claimed that newspapers, radio and television did not make understanding any more difficult. The same was, however, said by almost as many respondents of the other media. As with the previous questions, the number of 'don't knows' is also very high in the answers to this question in the case of magazines, books and films.

If we accept "performing their function" as the general criterion for the two previous questions - a criterion open to criticism due to the general nature of the questions, at least - we can conclude that providing the reasons for and consequences of world events known is, in the minds of the public, associated chiefly with newspapers and the electronic media. In the case of other media some of the respondents did not even consider the question very relevant.

5.1
Making events understandable among various population groups[1)]

Criticism of radio and television increased in direct porportion to education and rise in social group, and those without a television had a more positive attitude towards the radio than TV owners.

Those with most and least education had a less critical attitude to newspapers than those with a middle-school education. The more education a person had, the more critical he was of magazines, while confidence in books increased.

Finding explanations for world events in film increased with education.

5.2
Making events more difficult to understand among various population groups[2)]

Those in managerial positions were more likely than other groups to claim that TV and radio made it more difficult to understand the reasons for and consequences of world events. Criticism of the explanations provided in these media also increased with education and rise in income.

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1) See App. 4-5

2) See App. 6-7

The results show a very clear rearrangement of the information field on the basis of the use of news. Most clearly the change concerns news at local level, where the percentage of those placing the radio first had risen from a few per cent to 22 %. Radio rose at the expense of newspapers, which were, however, still felt to be the major news medium at local level.

The main explanation for the results is probably the dynamic expression of regional radio activities during the period examined.

In the case of domestic news, too, radio strengthened its position when its own news service was introduced. Ten years before - when STT (the Finnish News Agency) was solely responsible for news - the radio was clearly thought to be a less important medium for domestic news than TV or newspapers. By 1975 the radio had risen to second place in importance, overtaking newspapers.

TV was clearly regarded as the major channel for foreign news. Next came newspapers and radio. The rise in all the percentages was due to the multiple choice referred to in the footnote to the table. Even when standardized, radio hade gained more ground over the other media as the channel for foreign events.

The results show that newspapers were considered the most important medium for local news and television for foreign news. These and radio enjoyed equal standing in reporting on domestic events. Magazines did not play a major news role as assessed on the basis of the public's use of news.

Radio gained new ground along with the start and development of regional operations and its own news service - at the expense of newspapers in particular. The emphasis on radio as a news medium was noted in Section 4.

Next I shall examine the concepts people have of the different media as performers of their news role: which medium do people consider quickest, most exhaustive and most reliable?

Table 6
Concepts of the ability of media to transmit news in 1965 and 1975

Medium	Quickest		Most exhaustive		Most reliable	
	1965	1975 1)	1965	1975 1)	1965	1975 1)
television	27	31	38	22	41	36
radio	65	62	12	17	30	33
newspaper	6	10	43	51	9	24
magazine	-	-	2	5	1	0
don't know	1	0	5	6	19	11
total	100 %	103 %	100 %	101 %	100 %	104 %
(N=)	(1276)	(465)	(1276)	(465)	(1276)	(465)

1) See footnote to Table 5.

Radio was regarded as the quickest news medium and newspapers the most exhaustive. TV and radio tied in first place for reliability. Concepts of the speed of news media had not changed, though in the case of TV and newspapers there was a slight rise in the percentages of those choosing them as quickest.

Newspapers were chosen more than before as the most exhaustive medium, likewise radio. The trend took place at the expense of TV. For reliability newspapers received more support than ten years before - also at the expense of television.

All in all the concepts of the performance of the news media were much along the same lines as ten years before. The support for newspapers increased in all role sectors - but expecially as regards reliability.

6.1
Use of media for purposes at different geographical levels in different population groups 1)

As a source of local news newspapers were valued by farmers more than any other group. For blue-collar workers and those in managerial positions radio was more important than for other groups. Old-age pensioners clearly valued radio more than younger people.

As a medium for domestiv news newspapers clearly received more support from those in managerial positions than from other groups. For farmers and blue-collar workers radio was most important, for white-collar workers TV and newspapers were equally important. The importance of radio decreased as education increased, while newspapers gained in importance. To those with most education TV was a highly insignificant medium for domestic news.

With foreign news all social groups except those in managerial positions placed TV in first place, this group giving equal support to newspapers and TV. The importance of TV dropped with increasing education at the expense of newspapers.

Understandably, people without a television valued the radio considerably more than TV owners as the medium for news at all levels.

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1) See Appendix 8.

6.2
Concepts of the performance of news media in different population groups[1)]

Blue-collar workers and farmers relied on the speed of radio more than others. Those in managerial positions considered TV quicker than the others.

Concepts of the exhaustiveness of radio and TV decreased and of the exhaustiveness of newspapers increased along with education. Managers valued the exhaustiveness of newspapers most, blue-collar workers and farmers least.

Trust in television decreased and in newspapers increased with education. People with a middle-school education had more confidence in the radio than other education groups. With the exception of white-collar workers all social groups had most confidence in the radio - though blue-collar workers did trust television just as much. People living in the country placed their trust in television, townspeople in radio and to a lesser extent newspapers.

7
THE FINNS' CONCEPTS OF THE COMMUNICATION MEDIA AND THEIR DEVELOPMENT 1965-1975: SUMMARY

The electronic media and newspapers were still among the most important mass media - chiefly due to their news role. It should not be forgotten, too, that they reach almost every home every day. The other media cannot compete on an equal footing with these communication giants.

People's social conditions greatly determine their relation to the various mass media. To those of good standing - the highly educated, people with good incomes, those in the upper social groups - the printed media, newspapers and books, are still the major communication media, even though these groups, too, do use and place much value on the electronic media.

Among the less fortunate population groups in Finnish society - those with little training, poor incomes, people in the lower social groups - radio and television are important media, though the importance of newspapers should not be underestimated.

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1) See Appendix 9.

People living in the country value the electronic media and newspapers more than townspeople. People living in centres in fact often have much better opportunities than rural inhabitants for satisfying their need for knowledge, culture and entertainment through channels other than the electronic media and other compensating functions.

The results in this report on people's concepts of the mass media closely agree with the actual use of the mass media (see e.g. Haapasalo 1974 and Haapasalo-Kytömäki 1974).

Over the ten-year period *television* became established - its position was normalised. This is evident from the fact that the overrating enjoyed by television as a novelty had decreased. Even so TV had not lost its importance as a major general medium, a transmitter of foreign news, a provider of entertainment and the arts, and even as a distributor of knowledge. Concepts of the exhaustiveness and reliability of TV had, on the other hand, changed, to the disadvantage of TV.

Radio has won back some of the ground lost to TV. It is considered the second most important medium, after newspapers. Its importance as a distributor of knowledge has increased. As a news medium it made a new breakthrough along with the introduction of its own news service and regional operations. Concepts of the exhaustiveness of radio have increased.

The importance of *newspapers* has also grown at the expense of TV. As was the case ten years before, the newspaper was regarded as the most important individual medium. The knowledge role of the newspaper had, on the other hand, expanded. As a transmitter of local news, and to some extent domestic news too, the newspaper lost ground to the radio. Confidence in the exhaustiveness, reliability and speed of the newspaper increased.

Alongside the electronic media and newspapers *magazines* advanced slightly as distributors of entertainment, the arts and knowledge. Their position in people's minds was not very strong.

The trend in the valuing of *books* closely illustrates the change in the role of the book. This important medium has clearly lost ground, but nevertheless it remains an important source of knowledge. As an entertainment medium books had risen to second place, after TV. Supranational mass light literature hit the market and has succeeded, at least for the time being.

Many are of the opinion that *film* cannot be assessed as a news-based mass medium. And this was also evident in people's concepts. The film had, however, risen from its low position as an arts and also an entertainment medium.

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	ALL	SEX		SOCIAL GROUP				PLACE OF RESIDENCE		ANNUAL INCOME OF FAMILY				EDUCATION			AGE					TV 2		TELEVISION	
		woman	man	farmers	blue-collar workers	white-collar workers	people in managerial positions	town	country	less than 12,000	12,001-24,000	24,001-36,000	more than 36,000	elementary school	middle school	matriculation - academic	15-24 years	25-34	35-49	50-64	65-	visible	not visible	yes	no
ALL RESPONDENTS	N = 510	268	242	92	243	144	31	259	251	64	150	116	110	288	144	78	91	129	134	104	52	408	57	465	45
WHICH OF THESE MEDIA WOULD YOU MISS MOST?	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
television	22	22	23	25	22	24	13	17	28	19	21	21	25	24	22	15	31	20	24	14	25	22	35	24	7
radio	34	38	31	35	41	27	13	32	37	50	36	34	22	38	33	24	33	38	32	36	31	33	28	32	58
newspaper	39	36	43	38	34	45	58	46	33	30	39	41	48	36	41	49	24	39	43	47	42	41	35	40	31
magazine	1	0	1	1	1	-	-	0	1	-	1	1	-	1	1	-	1	-	-	2	-	1	-	1	-
book	3	4	2	1	2	3	16	4	2	2	3	3	4	1	3	10	10	2	1	1	2	3	-	3	4
film	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
don't know	1	1	0	-	0	1	-	1	0	-	-	1	1	0	1	1	1	1	1	-	-	0	2	1	-
WHICH WOULD YOU MISS NEXT?																									
television	26	24	29	21	28	24	39	28	24	16	25	34	26	27	28	21	24	29	18	35	25	29	23	28	2
radio	29	28	31	35	26	31	32	30	29	25	35	27	32	28	28	37	26	26	35	31	23	28	33	29	33
newspaper	36	40	33	37	39	35	23	32	41	53	31	33	33	39	34	31	40	33	39	34	37	35	39	35	49
magazine	2	2	2	3	3	-	-	1	3	6	3	3	-	2	3	1	2	-	1	-	10	2	2	2	2
book	3	4	2	2	2	6	3	5	1	-	3	3	5	2	4	5	4	4	4	-	6	3	2	3	4
film	1	1	2	2	0	2	3	2	1	-	2	1	1	1	1	4	1	3	1	-	-	1	-	1	7
don't know	2	2	1	-	2	3	-	2	1	-	1	1	3	1	2	1	2	2	1	1	-	1	2	2	2
TV OWNERS	N = 465	236	229	86	220	129	30	234	231	49	135	112	107	265	135	65	75	120	127	99	44	408	57	465	-
WHICH OF THESE MEDIA WOULD YOU MISS MOST?	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%		
television	24	23	24	27	23	26	10	18	29	22	23	21	24	26	23	17	36	21	25	15	27	22	35		
radio	32	35	29	34	39	24	13	29	35	47	33	33	22	36	30	18	25	37	31	35	25	33	28		
newspaper	40	37	43	37	35	46	60	47	33	31	40	41	49	36	42	52	25	39	43	46	45	41	35		
magazine	1	0	1	1	1	-	-	0	1	-	1	1	-	1	1	-	1	-	-	2	-	1	-		
book	3	3	2	1	2	2	17	4	1	-	3	3	4	1	3	11	11	3	-	1	2	3	-		
film	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
don't know	1	1	0	-	0	2	-	1	0	-	-	1	1	-	1	2	1	1	1	-	-	0	2		
WHICH WOULD YOU MISS NEXT?																									
television	28	27	30	22	30	27	40	31	26	20	27	35	27	29	29	25	28	32	19	36	30	29	23		
radio	29	27	31	34	25	31	30	30	28	22	35	27	30	27	28	37	27	26	35	30	20	28	33		
newspaper	35	39	31	36	38	33	23	29	41	51	30	32	34	38	33	26	35	33	39	33	34	35	39		
magazine	2	2	3	3	3	-	-	1	3	6	3	3	-	2	4	2	1	2	2	-	11	2	2		
book	3	4	3	2	2	6	3	5	1	-	2	3	6	2	4	6	5	4	3	-	5	3	2		
film	1	0	1	2	-	1	3	1	1	-	1	-	1	1	-	3	1	2	1	-	-	1	-		
don't know	2	2	1	-	2	2	-	3	0	-	1	1	3	1	2	2	3	3	2	-	-	1	2		

		SEX		SOCIAL GROUP				PLACE OF RESIDENCE		ANNUAL INCOME OF FAMILY				EDUCATION			AGE					TV 2		TELEVISION	
	ALL	woman	man	farmers	blue-collar workers	white-collar workers	people in managerial positions	town	country	less than 12,000	12,001-24,000	24,001-36,000	more than 36,000	elementary school	middle school	matriculation - academic	15-24 years	25-34	35-49	50-64	65-	visible	not visible	yes	no
ALL RESPONDENTS	N = 510	268	242	92	243	144	31	259	251	64	150	116	110	288	144	78	91	129	134	104	52	408	57	465	45
WHICH OF THESE MEDIA DO YOU USE WHEN YOU WANT TO KNOW WHAT HAS HAPPENED IN THE WORLD?	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
television	39	38	40	41	40	36	39	35	43	36	38	39	44	44	38	23	38	41	40	38	33	41	51	42	2
radio	36	37	36	43	37	33	23	35	37	61	32	37	24	39	38	24	32	30	34	45	46	33	33	33	67
newspaper	48	47	50	50	43	52	65	52	45	38	50	52	45	43	49	64	49	47	52	44	48	46	58	48	53
magazine	1	2	1	1	2	1	-	2	1	2	1	1	1	2	1	-	3	-	1	2	2	1	4	2	-
book	1	1	1	1	0	1	-	1	1	2	-	1	-	1	1	-	1	-	-	2	2	0	2	1	2
film	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
WHICH OF THESE MEDIA DO YOU USE WHEN YOU WANT TO IMPROVE YOURSELF OR IN GENERAL TO INCREASE YOUR KNOWLEDGE OF DIFFERENT AFFAIRS?																									
television	21	21	21	23	22	19	13	20	22	27	18	22	18	23	22	12	16	19	24	22	19	21	28	22	9
radio	15	16	13	21	18	8	3	13	16	23	19	14	5	20	9	4	7	9	18	21	21	12	21	13	29
newspaper	29	28	31	34	28	29	26	29	30	36	27	34	21	33	27	19	24	26	30	34	35	29	33	29	27
magazine	7	9	5	8	8	5	6	7	7	3	8	7	8	6	9	6	5	9	9	6	2	7	4	7	7
book	40	38	41	28	34	53	55	45	34	16	37	39	57	27	51	64	59	47	37	23	27	42	32	40	31
film	0	1	-	-	1	-	-	1	-	2	-	-	-	-	1	-	1	-	-	-	2	0	-	0	2
don't know	4	3	5	2	6	2	-	2	6	8	3	3	-	6	2	-	1	2	1	9	10	4	4	4	4
WHICH OF THESE MEDIA DO YOU USE WHEN YOU WANT TO GAIN ARTISTIC EXPERIENCES OR IN GENERAL ENJOY THE ARTS?																									
television	34	35	32	35	35	31	32	34	34	33	33	34	35	35	35	27	22	30	39	45	27	36	40	37	2
radio	7	6	7	3	5	11	6	8	5	6	6	8	5	4	6	17	5	5	7	5	13	6	9	6	9
newspaper	3	4	2	9	3	1	-	2	5	5	5	3	-	3	3	3	2	2	3	3	10	3	2	3	2
magazine	4	6	2	1	5	5	3	4	4	2	3	9	4	5	4	3	3	5	4	5	4	4	9	4	2
book	14	16	12	11	12	17	23	15	13	9	17	14	15	11	17	19	22	18	13	7	8	14	11	14	16
film	16	16	17	13	16	15	35	20	12	3	13	18	21	12	22	22	33	22	12	5	6	16	18	16	20
don't know	28	24	32	33	30	25	6	26	29	44	27	22	22	35	20	15	16	22	29	33	46	26	23	26	49
WHICH OF THESE MEDIA DO YOU USE WHEN YOU WANT TO RELAX OR KILL TIME?																									
television	43	41	45	45	47	38	32	42	45	45	40	48	41	47	39	36	41	44	46	41	40	47	42	46	13
radio	16	14	18	18	16	13	23	14	18	19	17	13	15	16	17	13	16	16	12	15	25	13	33	15	20
newspaper	6	5	7	15	5	1	10	4	8	9	6	5	5	8	5	3	3	6	5	6	13	6	9	6	7
magazine	15	21	9	15	14	17	10	16	14	9	17	16	14	15	15	13	13	14	19	12	17	13	16	14	27
book	21	24	18	16	19	28	23	25	17	16	19	24	21	17	27	28	23	23	16	22	25	22	11	21	29
film	5	4	7	3	5	7	10	8	3	2	6	3	7	5	7	6	10	5	4	5	2	5	9	6	2
don't know	5	4	7	7	4	6	10	5	5	6	6	5	4	5	5	8	1	5	7	6	8	4	5	5	13

	ALL	SEX		SOCIAL GROUP				PLACE OF RESIDENCE		ANNUAL INCOME OF FAMILY				EDUCATION			AGE					TV 2	
		woman	man	farmers	blue-collar workers	white-collar workers	people in managerial positions	town	country	less than 12,000	12,001-24,000	24,001-36,000	more than 36,000	elementary school	middle school	matriculation - academic	15-24 years	25-34	35-49	50-64	65-	visible	not visible
TV OWNERS	N = 465	236	229	86	220	129	30	234	231	49	135	112	107	265	135	65	75	120	127	99	44	408	57
WHICH OF THESE MEDIA DO YOU USE WHEN YOU WANT TO KNOW WHAT HAS HAPPENED IN THE WORLD?	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
television	42	42	42	44	44	40	40	38	47	47	42	39	45	47	40	28	47	43	43	39	39	41	51
radio	33	33	33	40	33	31	23	32	34	53	28	36	23	35	35	20	24	27	34	45	36	33	33
newspaper	48	46	49	50	45	48	63	50	45	41	50	52	44	43	49	63	48	47	51	42	52	46	58
magazine	2	2	1	1	2	1	-	2	1	2	1	1	1	2	1	-	4	-	1	2	2	1	4
book	1	0	1	1	0	1	-	0	1	2	-	1	-	1	-	-	1	-	-	2	-	0	2
film	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
don't know	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
WHICH OF THESE MEDIA DO YOU USE WHEN YOU WANT TO IMPROVE YOURSELF OR IN GENERAL TO INCREASE YOUR KNOWLEDGE OF DIFFERENT AFFAIRS?																							
television	22	22	21	24	23	19	13	21	23	31	19	22	19	24	23	11	17	20	25	22	23	21	28
radio	13	15	11	19	16	7	3	12	14	20	17	13	6	19	7	2	5	8	17	19	18	12	21
newspaper	29	29	30	34	28	29	27	28	31	39	27	34	21	34	26	18	23	26	31	35	34	29	33
magazine	7	9	5	7	8	5	7	7	6	4	7	6	8	6	9	8	5	8	9	6	2	7	4
book	40	39	42	29	35	54	53	46	35	14	38	40	56	28	52	68	63	48	37	24	27	42	32
film	0	0	-	-	0	-	-	0	-	-	-	-	-	-	1	-	-	-	-	-	2	0	-
don't know	4	3	5	2	6	2	-	2	5	8	3	3	-	5	2	-	1	2	2	8	9	4	4
WHICH OF THESE MEDIA DO YOU USE WHEN YOU WANT TO GAIN ARTISTIC EXPERIENCES OR IN GENERAL ENJOY THE ARTS?																							
television	37	39	34	37	38	35	33	37	36	43	36	36	36	38	36	32	27	32	41	47	32	36	40
radio	6	6	7	3	5	11	7	8	5	6	6	7	6	4	7	17	5	6	7	4	14	6	9
newspaper	3	5	2	9	3	-	-	2	5	6	6	3	-	3	4	2	3	1	3	3	11	3	2
magazine	4	6	3	1	5	5	3	4	4	2	3	9	4	5	4	3	4	5	3	5	5	4	9
book	14	15	12	12	11	18	23	15	12	8	16	14	15	11	16	20	21	19	12	7	7	12	11
film	16	15	17	14	16	12	33	19	13	2	12	18	19	12	21	20	33	22	12	5	7	16	18
don't know	26	21	30	28	29	23	7	24	27	35	26	22	22	32	19	12	12	21	29	30	41	26	23
WHICH OF THESE MEDIA DO YOU USE WHEN YOU WANT TO RELAX OR KILL TIME?																							
television	46	45	47	48	51	40	30	44	48	55	44	49	40	50	41	40	47	45	49	42	48	47	42
radio	15	13	18	17	15	12	23	14	17	16	17	13	15	15	16	14	17	16	12	14	25	13	33
newspaper	6	5	7	14	5	1	10	4	8	8	6	5	5	7	5	3	4	5	6	6	14	6	9
magazine	14	19	8	15	12	16	10	15	13	6	16	13	14	14	14	12	8	12	19	12	18	13	16
book	21	23	18	16	19	26	23	24	17	14	19	25	21	17	26	25	20	24	16	22	23	22	11
film	6	5	7	3	5	8	10	9	3	2	6	4	7	5	7	8	11	6	5	5	2	5	9
don't know	5	3	6	5	3	5	10	5	4	2	5	4	4	4	5	6	1	5	6	5	5	4	5

	ALL	SEX		SOCIAL GROUP				PLACE OF RESIDENCE		ANNUAL INCOME OF FAMILY				EDUCATION			AGE					TV 2		TELEVISION	
		woman	man	farmers	blue-collar workers	white-collar workers	people in managerial positions	town	country	less than 12,000	12,001-24,000	24,001-36,000	more than 36,000	elementary school	middle school	matriculation - academic	15-24 years	25-34	35-49	50-64	65-	visible	not visible	yes	no
ALL RESPONDENTS	N = 510	268	242	92	243	144	31	259	251	64	150	116	110	288	144	78	91	129	134	104	52	408	57	465	45
HOW DOES TELEVISION HELP YOU TO UNDERSTAND THE REASONS FOR AND CONSEQUENCES OF WORLD EVENTS?	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
good aid	75	75	75	75	77	73	68	74	76	73	77	76	81	75	76	73	78	74	80	75	60	78	79	78	40
don't know	13	15	12	17	13	11	10	12	14	23	11	9	5	16	10	8	10	12	11	13	27	9	11	9	51
poor aid	12	10	14	8	10	16	23	14	10	3	13	15	14	9	14	19	12	14	9	13	13	13	11	12	9
HOW DOES RADIO HELP YOU TO UNDERSTAND?																									
good aid	79	77	81	79	83	74	65	78	79	89	85	73	79	83	74	71	77	77	82	78	79	78	79	78	82
don't know	12	14	10	14	11	13	16	12	12	8	8	11	12	11	13	14	8	13	13	14	12	12	12	12	16
poor aid	9	9	9	7	6	14	19	10	9	3	7	16	9	6	13	15	15	16	5	8	10	10	9	10	2
HOW DO NEWSPAPERS HELP YOU TO UNDERSTAND?																									
good aid	82	81	83	80	82	83	77	83	80	84	84	82	84	83	77	85	81	80	85	80	83	82	77	82	82
don't know	9	11	7	12	10	6	13	9	10	8	7	7	9	10	8	9	11	9	7	11	10	8	11	9	18
poor aid	9	8	10	8	8	10	10	8	10	8	9	11	7	6	15	6	8	11	7	10	8	9	12	10	-
HOW DO MAGAZINES HELP YOU TO UNDERSTAND THE REASONS FOR AND CONSEQUENCES OF WORLD EVENTS?																									
good aid	29	29	29	30	25	31	42	27	31	23	27	27	38	30	28	27	25	32	32	28	23	29	32	29	27
don't know	28	26	30	38	28	21	23	27	28	33	25	22	28	32	22	22	19	26	25	36	38	26	30	27	36
poor aid	43	45	41	32	46	48	35	46	41	44	48	51	34	38	51	51	56	43	43	37	38	45	39	44	38
HOW DO BOOKS HELP YOU TO UNDERSTAND?																									
good aid	39	39	39	41	34	44	45	38	40	28	37	43	41	33	44	51	47	41	39	32	33	40	30	39	40
don't know	33	36	29	40	34	24	42	33	32	41	31	30	29	37	26	28	25	26	31	41	48	32	35	32	36
poor aid	29	25	32	18	32	33	13	29	28	31	32	27	30	30	30	21	27	33	30	27	19	28	35	29	24
HOW DO FILMS HELP YOU TO UNDERSTAND?																									
good aid	18	19	16	17	16	19	26	17	18	17	16	20	18	16	19	22	27	25	10	13	13	18	21	18	11
don't know	37	38	36	40	40	28	48	38	36	36	35	33	38	42	29	32	20	29	46	45	50	37	32	36	47
poor aid	45	42	49	42	44	53	26	45	46	47	49	47	44	42	51	46	53	47	45	42	37	45	47	46	42

	ALL	SEX		SOCIAL GROUP				PLACE OF RESIDENCE		ANNUAL INCOME OF FAMILY				EDUCATION			AGE					TV 2	
		woman	man	farmers	blue-collar workers	white-collar workers	people in managerial positions	town	country	less than 12,000	12,001-24,000	24,001-36,000	more than 36,000	elementary school	middle school	matriculation - academic	15-24 years	25-34	35-49	50-64	65-	visible	not visible
TV OWNERS N =	465	236	229	86	220	129	30	234	231	49	135	112	107	265	135	65	75	120	127	99	44	408	57
HOW DOES TELEVISION HELP YOU TO UNDERSTAND THE REASONS FOR AND CONSEQUENCES OF WORLD EVENTS?	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
good aid	78	81	76	80	81	74	67	76	81	86	82	75	80	80	77	74	81	76	83	77	70	78	79
don't know	9	9	10	12	9	9	10	9	10	12	5	10	6	11	9	5	5	11	8	10	16	9	11
poor aid	12	10	14	8	10	17	23	15	10	2	13	15	14	9	14	22	13	13	9	13	14	13	11
HOW DOES RADIO HELP YOU TO UNDERSTAND?																							
good aid	78	77	79	78	83	74	63	78	78	90	94	72	79	83	74	68	75	76	83	78	80	78	79
don't know	12	13	11	15	10	12	17	12	12	6	7	12	12	11	13	15	8	13	12	14	9	12	12
poor aid	10	10	10	7	7	15	20	10	10	4	8	16	9	6	13	17	17	11	6	8	11	10	9
HOW DO NEWSPAPERS HELP YOU TO UNDERSTAND?																							
good aid	82	81	83	81	82	83	77	82	81	84	86	81	83	84	77	83	79	80	86	80	84	82	77
don't know	9	10	7	10	9	5	13	9	8	6	4	7	9	9	7	9	12	8	6	10	7	8	11
poor aid	10	9	10	8	9	12	10	9	11	10	10	12	7	7	16	8	9	12	8	10	9	9	12
HOW DO MAGAZINES HELP YOU TO UNDERSTAND THE REASONS FOR AND CONSEQUENCES OF WORLD EVENTS?																							
good aid	29	29	29	31	25	31	43	27	32	24	27	27	37	30	27	29	28	30	32	26	27	29	32
don't know	27	24	30	35	28	21	23	27	26	29	23	23	29	31	21	22	19	26	24	36	32	26	30
poor aid	44	47	41	34	47	48	33	46	42	47	50	50	34	39	51	49	53	44	44	37	41	45	39
HOW DO BOOKS HELP YOU TO UNDERSTAND?																							
good aid	39	39	39	43	34	43	47	37	41	33	37	43	40	33	44	49	48	41	38	31	36	40	30
don't know	32	35	29	37	34	24	40	33	31	35	30	31	29	36	26	29	25	26	31	42	43	32	35
poor aid	29	26	32	20	32	33	13	30	28	33	33	26	31	31	30	22	27	33	31	26	20	28	35
HOW DO FILMS HELP YOU TO UNDERSTAND?																							
good aid	18	20	16	19	17	19	27	18	19	18	18	20	18	17	20	22	31	26	9	12	16	18	21
don't know	36	36	36	38	38	29	47	37	35	31	33	34	38	41	29	32	17	28	44	45	45	37	32
poor aid	46	43	48	43	45	53	27	46	45	51	50	46	44	43	51	46	52	46	46	42	39	45	47

	ALL	SEX		SOCIAL GROUP				PLACE OF RESIDENCE		ANNUAL INCOME OF FAMILY				EDUCATION			AGE					TV 2		TELEVISION	
		woman	man	farmers	blue-collar workers	white-collar workers	people in managerial positions	town	country	less than 12,000	12,001-24,000	24,001-36,000	more than 36,000	elementary school	middle school	matriculation - academic	15-24 years	25-34	35-49	50-64	65-	visible	not visible	yes	no
ALL RESPONDENTS	N = 510	268	242	92	243	144	31	259	251	64	150	116	110	288	144	78	91	129	134	104	52	408	57	465	45
HAS TELEVISION MADE UNDERSTANDING MORE DIFFICULT?	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
yes	10	7	14	10	9	10	26	10	10	9	7	12	12	8	13	14	14	9	8	10	13	10	16	11	4
don't know	18	22	14	16	18	22	6	17	19	17	19	16	11	21	13	15	15	19	14	15	33	15	21	15	42
no	72	71	72	74	74	68	68	73	71	73	74	72	77	71	74	71	70	71	78	75	54	75	63	74	53
HAS RADIO MADE UNDERSTANDING MORE DIFFICULT?																									
yes	9	6	12	8	7	10	23	9	8	8	5	10	12	6	12	13	14	9	5	7	12	8	16	9	4
don't know	15	18	12	15	15	17	6	16	14	11	15	16	6	17	13	10	12	16	16	13	19	14	19	15	16
no	76	77	76	77	79	74	71	75	78	81	80	73	82	77	75	77	74	76	79	80	69	78	65	76	80
HAVE NEWSPAPERS MADE UNDERSTANDING MORE DIFFICULT?																									
yes	9	5	12	11	7	8	13	8	10	11	7	8	12	7	10	10	14	7	8	7	8	8	16	9	2
don't know	14	17	11	13	15	14	6	13	15	11	14	14	6	16	13	8	13	14	11	15	19	12	28	14	16
no	77	78	77	76	77	78	81	79	76	78	79	78	82	76	77	82	73	79	81	78	73	80	56	77	82
HAVE MAGAZINES MADE UNDERSTANDING MORE DIFFICULT?																									
yes	10	8	12	10	8	13	13	11	9	5	10	15	13	7	14	14	18	12	10	4	4	11	7	11	7
don't know	23	22	24	23	25	22	13	24	23	20	27	20	13	27	21	13	13	21	23	28	37	21	39	23	24
no	67	70	63	67	67	65	74	65	68	75	63	66	75	66	65	73	69	67	66	68	60	68	54	66	69
HAVE BOOKS MADE UNDERSTANDING MORE DIFFICULT?																									
yes	5	4	6	7	4	6	6	5	6	8	6	3	5	5	5	8	9	5	5	4	2	5	7	5	4
don't know	27	26	28	25	28	27	26	27	27	27	26	28	20	30	26	18	16	26	28	31	37	25	47	28	22
no	68	70	66	68	68	67	68	69	67	66	68	68	75	65	69	74	75	69	66	65	62	70	46	67	73
HAVE FILMS MADE UNDERSTANDING MORE DIFFICULT?																									
yes	7	7	8	5	8	7	10	8	7	9	7	9	7	6	11	6	15	7	5	4	6	7	11	8	2
don't know	30	30	31	30	30	32	23	28	33	34	31	30	23	34	28	21	15	29	35	37	37	28	42	29	40
no	62	63	61	64	62	61	68	64	61	56	62	61	70	60	60	73	69	64	60	60	58	65	47	63	58

Appendix

App

	ALL	SEX		SOCIAL GROUP				PLACE OF RESIDENCE		ANNUAL INCOME OF FAMILY				EDUCATION			AGE					TV 2	
		woman	man	farmers	blue-collar workers	white-collar workers	people in managerial positions	town	country	less than 12,000	12,001-24,000	24,001-36,000	more than 36,000	elementary school	middle school	matriculation - academic	15-24 years	25-34	35-49	50-64	65-	visible	not visible
T V O W N E R S	N = 465	236	229	86	220	129	30	234	231	49	135	112	107	265	135	65	75	120	127	99	44	408	57
HAS TELEVISION MADE UNDERSTANDING MORE DIFFICULT?	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
yes	11	7	15	10	9	11	27	11	11	10	8	13	12	9	13	15	16	10	9	9	16	10	16
don't know	15	19	12	13	15	20	7	15	16	10	15	16	11	18	12	14	12	19	13	13	25	15	21
no	74	74	73	77	76	69	67	75	72	80	77	71	77	74	75	71	72	71	79	78	59	75	63
HAS RADIO MADE UNDERSTANDING MORE DIFFICULT?																							
yes	9	6	13	8	7	10	23	9	9	8	6	11	12	6	13	14	16	9	6	6	14	8	16
don't know	15	17	13	16	15	16	7	16	14	12	14	16	7	17	13	12	11	16	16	13	20	14	19
no	76	78	75	76	79	74	70	75	77	80	80	73	81	77	75	74	73	75	79	81	66	78	65
HAVE NEWSPAPERS MADE UNDERSTANDING MORE DIFFICULT?																							
yes	9	6	13	12	8	9	13	8	10	14	7	8	12	8	11	11	16	8	9	7	9	8	16
don't know	14	17	11	13	15	14	7	13	15	10	13	13	7	16	12	9	13	14	11	14	20	12	28
no	77	78	76	76	77	78	80	79	75	76	79	79	81	76	77	80	71	78	80	79	70	80	56
HAVE MAGAZINES MADE UNDERSTANDING MORE DIFFICULT?																							
yes	11	9	12	10	9	13	13	12	10	6	10	14	13	8	14	14	19	13	10	4	5	11	7
don't know	23	22	24	22	25	22	13	23	23	18	27	20	13	27	21	12	13	22	23	26	36	21	39
no	66	69	64	67	66	64	73	66	67	76	63	66	74	65	65	74	68	65	67	70	59	68	54
HAVE BOOKS MADE UNDERSTANDING MORE DIFFICULT?																							
yes	5	4	6	7	5	5	7	4	6	10	7	4	6	5	5	6	8	5	6	4	2	5	7
don't know	28	27	28	24	29	28	27	26	29	27	27	28	21	30	26	20	17	27	29	29	39	25	47
no	67	69	66	69	67	67	67	70	65	63	67	69	74	65	69	74	75	68	65	67	59	70	46
HAVE FILMS MADE UNDERSTANDING MORE DIFFICULT?																							
yes	8	7	8	6	9	7	10	8	7	12	8	9	7	6	12	6	17	8	6	4	7	7	11
don't know	29	28	31	28	30	32	23	27	32	33	29	29	23	32	29	22	15	28	35	33	34	28	42
no	63	64	61	66	62	61	67	65	61	55	63	62	69	62	59	72	68	65	59	63	59	65	47

	ALL	SEX		SOCIAL GROUP				PLACE OF RESIDENCE		ANNUAL INCOME OF FAMILY				EDUCATION			AGE					TV 2		TELEVISION	
		woman	man	farmers	blue-collar workers	white-collar workers	people in managerial positions	town	country	less than 12,000	12,001-24,000	24,001-36,000	more than 36,000	elementary school	middle school	matriculation - academic	15-24 years	25-34	35-49	50-64	65-	visible	not visible	yes	no
ALL RESPONDENTS	N = 510	268	242	92	243	144	31	259	251	64	150	116	110	288	144	78	91	129	134	104	52	408	57	465	45
WHICH OF THESE MEDIA DO YOU USE FOR LOCAL NEWS?	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
television	5	4	5	4	5	5	3	4	5	3	3	6	3	6	4	1	8	4	5	3	2	5	7	5	-
radio	22	22	22	18	25	19	26	26	18	23	27	25	15	23	21	23	14	21	22	20	44	22	18	22	29
newspapers	75	76	74	84	71	76	74	71	79	77	73	71	81	73	78	76	79	75	75	80	58	75	77	75	73
magazines	0	0	-	-	0	-	-	0	-	-	-	-	1	-	-	1	1	-	-	-	-	0	-	0	-
don't know	1	1	1	-	1	1	-	1	1	-	-	1	1	1	1	-	-	2	1	-	2	0	4	1	2
WHICH OF THESE MEDIA DO YOU USE FOR GENERAL DOMESTIC NEWS?																									
television	33	33	33	28	34	35	32	32	35	22	38	32	35	33	38	23	34	42	40	23	13	35	47	36	-
radio	37	39	34	43	41	27	29	37	36	53	37	34	30	41	33	27	33	30	37	45	42	34	39	34	60
newspapers	32	31	33	34	27	35	52	35	29	28	27	31	36	26	33	51	34	29	25	37	46	34	19	32	36
magazines	1	1	1	1	1	1	-	0	1	2	1	-	1	0	1	1	2	-	1	-	-	0	-	0	4
don't know	2	1	2	1	1	3	-	2	2	-	1	3	1	2	1	1	-	2	4	-	2	1	5	1	4
WHICH OF THESE MEDIA DO YOU USE FOR GENERAL INTERNATIONAL NEWS?																									
television	58	57	59	60	61	52	48	51	64	48	61	57	61	61	58	45	57	57	60	63	42	60	84	63	7
radio	20	24	16	27	19	18	16	22	18	38	16	17	15	21	22	15	15	16	19	22	38	18	14	18	44
newspapers	25	22	28	20	21	29	48	31	19	17	22	26	29	19	27	42	25	26	23	23	27	25	9	23	42
magazines	2	2	2	2	2	1	-	2	2	-	3	2	2	2	1	1	5	2	1	1	-	2	2	2	-
don't know	2	3	2	1	2	5	-	3	2	3	1	4	1	2	2	3	2	2	4	1	2	2	2	2	9
TV OWNERS	N = 465	236	229	86	220	129	30	234	231	49	135	112	107	265	135	65	75	120	127	99	44	408	57	465	-
WHICH OF THESE MEDIA DO YOU USE FOR LOCAL NEWS?	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%		
television	5	5	5	5	5	5	3	5	5	4	4	6	3	6	4	2	9	4	6	3	2	5	7		
radio	22	21	22	17	24	20	23	26	17	18	27	25	14	22	20	25	11	23	22	19	41	22	18		
newspapers	75	77	74	85	71	75	77	71	79	80	72	71	81	74	79	74	79	73	75	81	64	75	77		
magazines	0	0	-	-	0	-	-	0	-	-	-	-	1	-	-	2	1	-	-	-	-	0	-		
don't know	1	0	1	-	1	1	-	0	1	-	-	1	1	1	-	-	-	2	1	-	-	0	4		
WHICH OF THESE MEDIA DO YOU USE FOR GENERAL DOMESTIC NEWS?																									
television	36	38	35	30	38	39	33	35	38	29	42	33	36	36	41	28	41	45	42	24	16	35	47		
radio	34	36	32	40	38	26	30	36	33	41	36	33	30	38	32	25	29	27	36	43	39	34	39		
newspapers	32	30	34	36	26	34	50	33	30	33	26	32	36	26	33	51	31	30	24	37	50	34	19		
magazines	0	0	0	1	-	1	-	0	0	-	-	-	1	0	1	-	1	-	1	-	-	0	-		
don't know	1	1	1	1	1	2	-	1	2	-	1	3	1	2	1	-	-	2	3	-	-	1	5		
WHICH OF THESE MEDIA DO YOU USE FOR GENERAL INTERNATIONAL NEWS?																									
television	63	63	62	64	67	57	50	56	69	61	68	59	62	66	61	51	67	60	64	67	50	60	84		
radio	18	22	14	22	16	18	17	21	15	27	13	16	16	17	21	14	12	14	18	19	34	18	14		
newspapers	23	18	28	21	19	26	47	28	18	16	19	26	28	17	26	40	20	24	22	23	27	25	9		
magazines	2	2	2	2	2	2	-	2	2	-	4	2	2	2	1	2	7	2	1	1	-	2	2		
don't know	2	2	1	1	1	4	-	2	1	2	1	4	1	2	1	2	-	3	3	1	-	2	2		

Appendix 9

	ALL	SEX		SOCIAL GROUP				PLACE OF RESIDENCE		ANNUAL INCOME OF FAMILY				EDUCATION			AGE					TV 2		TELEVISION	
		woman	man	farmers	blue-collar workers	white-collar workers	people in managerial positions	town	country	less than 12,000	12,001-24,000	24,001-36,000	more than 36,000	elementary school	middle school	matriculation-academic	15-24 years	25-34	35-49	50-64	65-	visible	not visible	yes	no
ALL RESPONDENTS	N = 510	268	242	92	243	144	31	259	251	64	150	116	110	288	144	78	91	129	134	104	52	408	57	465	45
WHICH OF THESE MEDIA GIVE THE NEWS QUICKEST?	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
television	30	30	29	33	28	27	48	26	33	22	29	29	35	30	30	28	25	38	32	24	21	30	39	31	13
radio	64	63	64	64	66	61	52	64	63	72	67	61	56	65	58	69	67	55	61	71	69	63	54	62	78
newspaper	10	9	11	8	10	11	6	12	8	8	7	12	12	8	17	4	8	11	11	9	8	10	12	10	7
magazine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
don't know	1	1	0	1	0	1	-	1	0	2	-	2	-	0	1	-	1	-	-	-	4	0	-	0	2
WHICH OF THESE MEDIA GIVE MOST EXHAUSTIVE NEWS REPORTS?																									
television	21	19	23	21	23	19	13	17	26	19	26	17	22	23	22	13	29	19	15	30	12	22	23	22	9
radio	17	18	15	21	20	10	13	19	15	22	15	17	14	20	16	5	10	12	17	25	23	17	16	17	18
newspaper	52	51	53	47	46	60	74	58	45	53	48	54	61	45	51	78	46	56	60	39	56	52	46	51	58
magazine	5	6	4	10	6	1	3	5	6	6	5	7	1	5	8	3	13	7	1	2	2	5	4	5	7
don't know	6	7	5	4	6	8	-	4	8	3	7	6	4	8	5	1	3	5	7	8	8	4	14	6	11
WHICH OF THESE MEDIA GIVE MOST RELIABLE NEWS?																									
television	33	32	34	34	36	28	29	25	41	33	35	36	29	38	31	19	42	41	25	33	19	36	37	36	2
radio	34	35	33	40	36	28	35	37	32	45	32	35	34	34	38	31	27	36	37	31	42	33	32	33	51
newspaper	24	24	24	20	21	31	32	31	17	16	28	22	26	21	23	37	21	21	24	28	31	25	19	24	27
magazine	0	1	-	1	0	-	-	-	1	2	-	1	-	1	-	-	-	1	-	1	-	0	2	0	-
don't know	12	13	12	15	10	14	10	11	14	11	9	12	13	10	13	17	12	10	15	13	10	11	16	11	20
TV OWNERS	N = 465	236	229	86	220	129	30	234	231	49	135	112	107	265	135	65	75	120	127	99	44	408	57	465	-
WHICH OF THESE MEDIA GIVE THE NEWS QUICKEST?																									
television	31	33	30	35	29	29	47	27	35	27	31	29	34	32	31	29	27	39	33	25	25	30	39		
radio	62	61	63	63	65	59	55	64	61	69	65	61	57	63	58	68	65	54	61	70	66	63	54		
newspaper	10	8	11	8	10	12	7	12	8	8	7	13	12	8	16	5	8	11	11	9	9	10	12		
magazine	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-		
don't know	0	0	0	-	0	1	-	1	-	-	-	2	-	-	1	-	1	-	-	-	2	0	-		
WHICH OF THESE MEDIA GIVE MOST EXHAUSTIVE NEWS REPORTS?																									
television	22	20	24	22	24	22	13	17	28	18	28	18	22	24	23	14	31	21	16	30	14	22	23		
radio	17	18	15	20	20	11	13	20	14	20	15	18	13	20	16	5	12	13	17	25	18	17	16		
newspaper	51	50	52	45	47	58	73	56	46	53	47	54	61	45	52	78	43	53	61	40	59	52	46		
magazine	5	6	4	10	5	2	3	5	5	8	4	6	1	5	6	3	12	8	2	2	2	5	4		
don't know	6	6	5	5	5	8	-	4	7	2	6	6	4	7	5	-	3	6	6	6	7	4	14		
WHICH OF THESE MEDIA GIVE MOST RELIABLE NEWS?																									
television	36	36	36	36	40	32	30	28	44	41	39	38	30	41	33	23	49	44	27	34	23	36	37		
radio	33	34	31	36	35	26	33	36	29	37	31	35	34	32	36	28	24	35	38	30	32	33	32		
newspaper	24	24	24	21	20	30	33	29	18	16	27	21	26	21	24	37	20	20	22	28	36	25	19		
magazine	0	1	-	1	0	-	-	-	1	2	-	1	-	1	-	-	-	1	-	1	-	0	2		
don't know	11	11	11	16	9	13	10	10	13	12	7	13	12	10	12	17	9	9	15	11	11	11	16		